

In the Claims:

1-4. (Canceled)

5. (Currently Amended) ~~The method of claim 1 in which~~ A method of interacting with a poster that presents visible information to a viewer, the method comprising:

using a handheld appliance, receiving machine-readable digital data from the poster, said data being in addition to said visible information; and

by reference to said machine-readable data received from the poster, establishing a link to a remote computer;

wherein the appliance includes an output device, and the method includes presenting information to a user based on data obtained from said remote computer using said output device.

6-10. (Canceled)

11. (Currently Amended) ~~The method of claim 10 in which the~~ A method of interacting with a poster that presents visible information to a viewer, the method comprising:

using a handheld appliance, receiving machine-readable digital data from the poster, said data being in addition to said visible information; and

by reference to said machine-readable data received from the poster, establishing a link to a remote computer;

wherein the method includes communicating over said link to cause electronic content to be transferred, and said electronic content comprises a song.

12-13. (Canceled).

14. (Currently Amended) ~~The method of claim 1 that~~ A method of interacting with a poster that presents visible information to a viewer, the method comprising:

using a handheld appliance, receiving machine-readable digital data from the poster, said data being in addition to said visible information; and

by reference to said machine-readable data received from the poster, establishing a link to a remote computer;

wherein the poster is printed, and the printing includes a plural-bit code steganographically encoded therein.

15-17. (Canceled)

18. (Currently Amended) ~~The method of claim 1 in which~~ A method of interacting with a poster that presents visible information to a viewer, the method comprising:

using a handheld appliance, receiving machine-readable digital data from the poster, said data being in addition to said visible information; and

by reference to said machine-readable data received from the poster, establishing a link to a remote computer;

wherein the appliance transmits at least some of the machine-readable data to a remote database, and the method further includes:

determining, at said remote database, a URL corresponding to said machine-readable data, and transmitting data identifying said URL to the appliance; and

at said appliance, fetching information from said URL.

19-20. (Canceled)

21. (Currently Amended) ~~The system of claim 15~~ A system comprising: a poster presenting visible information to a viewer; and

**a handheld appliance, the appliance including means for obtaining digital data from the poster that is in addition to said visible information, and acting based thereon.**

wherein said digital data comprises first and second data fields, one of said fields serving to identify an internet address, and a second of said fields serving to convey identification data that can be passed to said internet address to elicit a response corresponding to said poster.

22. (Canceled)

23. (Currently Amended) ~~The method of claim 22~~ **A method of interacting with a poster that presents visible information to a viewer, the method comprising: through use of a wireless, handheld device, receiving machine-readable digital data from the poster; by reference to said sensed data and a database, determining an address; and communicating with said address to trigger downloading of music to a user;** wherein said machine-readable digital data is steganographically encoded in artwork printed on said poster.

24. (Previously Presented) A method comprising:  
encoding payload data in a poster that presents visible information to a viewer;  
reading the payload data from the poster using a wireless, handheld device; and  
using the data read by the handheld device to provide a commerce opportunity involving music promoted by said poster.

25. (Previously Presented) The method of claim 24 wherein said payload data is steganographically encoded in artwork printed on said poster.

26. (New) The method of claim 5 wherein the machine-readable digital data is electromagnetically, and not optically, received from the poster.

27. (New) The method of claim 5 wherein said appliance includes functions of both a palmtop computer and a digital camera, and the method includes – under control of a user of said appliance – snapping an image of said poster, from which image the digital data is then decoded.

28. (New) The method of claim 5 that includes presenting plural options from which a user can select a desired follow-up action, said plural options depending on said digital data.

29. (New) The method of claim 28 in which said options include plural of the following actions: linking to a fan web site, downloading audio to said appliance, requesting electronic content to be downloaded to a storage site distinct from said appliance, and ordering physical media on which electronic content is stored.

30. (New) The method of claim 11 wherein the machine-readable digital data is electromagnetically, and not optically, received from the poster.

31. (New) The method of claim 11 wherein said appliance includes functions of both a palmtop computer and a digital camera, and the method includes – under control of a user of said appliance – snapping an image of said poster, from which image the digital data is then decoded.

32. (New) The method of claim 11 that includes presenting plural options from which a user can select a desired follow-up action, said plural options depending on said digital data.

33. (New) The method of claim 32 in which said options include plural of the following actions: linking to a fan web site, downloading audio to said appliance,

requesting audio to be downloaded to a storage site distinct from said appliance, and ordering physical media on which audio is stored.

34. (New) The method of claim 14 wherein said appliance includes functions of both a palmtop computer and a digital camera, and the method includes – under control of a user of said appliance – snapping an image of said poster, from which image the digital data is then decoded.

35. (New) The method of claim 14 that includes presenting plural options from which a user can select a desired follow-up action, said plural options depending on said digital data.

36. (New) The method of claim 35 in which said options include plural of the following actions: linking to a fan web site, downloading audio to said appliance, requesting electronic content to be downloaded to a storage site distinct from said appliance, and ordering physical media on which electronic content is stored.

37. (New) The method of claim 18 wherein the machine-readable digital data is electromagnetically, and not optically, received from the poster.

38. (New) The method of claim 18 wherein said appliance includes functions of both a palmtop computer and a digital camera, and the method includes – under control of a user of said appliance – snapping an image of said poster, from which image the digital data is then decoded.

39. (New) The method of claim 18 that includes presenting plural options from which a user can select a desired follow-up action, said plural options depending on said digital data.

40. (New) The method of claim 39 in which said options include plural of the following actions: linking to a fan web site, downloading audio to said appliance, requesting electronic content to be downloaded to a storage site distinct from said appliance, and ordering physical media on which electronic content is stored.

41. (New) The method of claim 23 wherein said appliance includes functions of both a palmtop computer and a digital camera, and the method includes – under control of a user of said appliance – snapping an image of said poster, from which image the digital data is then decoded.

42. (New) The method of claim 23 that includes presenting plural options from which a user can select a desired follow-up action, said plural options depending on said digital data.

43. (New) The method of claim 42 in which said options include plural of the following actions: linking to a fan web site, downloading audio to said appliance, requesting audio to be downloaded to a storage site distinct from said appliance, and ordering physical media on which audio is stored.

44. (New) The method of claim 24 wherein the machine-readable digital data is electromagnetically, and not optically, received from the poster.

45. (New) The method of claim 24 wherein said appliance includes functions of both a palmtop computer and a digital camera, and the method includes – under control of a user of said appliance – snapping an image of said poster, from which image the digital data is then decoded.

46. (New) The method of claim 24 that includes presenting plural options from which a user can select a desired follow-up action, said plural options depending on said digital data.

47. (New) The method of claim 46 in which said options include plural of the following actions: linking to a fan web site, downloading audio to said appliance, requesting audio to be downloaded to a storage site distinct from said appliance, and ordering physical media on which audio is stored.